

We claim:

1. A computer system for generating personal homepages, comprising:

an application server comprising a content management server and a content delivery server, said content management server including a homepage template; and

a database of personal data for members of a sales force, the database in communication with the application server,

wherein the personal data for the members of the sales force is accessible to the application server to automatically populate said homepage template which generates a personal homepage accessible through a publicly distributed network.

2. The computer system of Claim 1, further comprising a production server in communication with the application server and the database, said production server configured to generate and store homepages.

3. The computer system of Claim 2, further comprising an additional server in contact with the database and the production server and configured to generate, develop, test, store or experiment with personal homepages.

4. The computer system of Claim 1, wherein the personal database includes data indicative of the employment status of the members and said application server includes a component for recognizing said data indicative of the employment status wherein the personal homepage for said member is not available for viewing on the Internet when said data indicates the member is not employed by the organization.

5. The computer system of Claim 1, wherein the personal data includes biographical information.

6. The computer system of Claim 1, wherein the personal data includes photos of the members.

7. The computer system of Claim 1, wherein the personal homepage includes personal data for a plurality of members of the sales force making up a sales team.

8. The computer system of Claim 7, wherein the homepages generated for the sales team is populated with at least one point of contact.

9. The computer system of Claim 1, wherein the application server includes a database containing pre-selected information from one or more of a business philosophy, offered products and offered services, and said pre-selected information is available to populate the homepage.

10. The computer system of Claim 1, further comprising live information content servers in communication with the application servers, wherein said live information may be selected to populate the homepage.

11. The computer system of Claim 10, wherein said live information comprises at least one of news reports, market updates, local seminars, investor information and lifestyle information.

12. The computer system of Claim 1, wherein the members of the sales force are financial consultants, and the organization is a retail investment broker.

13. The computer system of Claim 12, further comprising information on selected financial products or services.

14. A method of automatically generating customized personal Web homepages for members of a sales force of an organization using a computer system including a human resource database resident to a privately accessible network, the method comprising the steps of:

defining a template for a personal homepage;

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entering data into a computer system indicative of the identity of member of the sales force;

receiving from the human resources database personal data associated with the identified member of the sales force;

automatically generating a personal homepage for the member by populating the template with the personal data; and

making said personal homepage accessible through a publicly distributed network.

15. The method of Claim 14, wherein said member of a sales force is a financial consultant for an investment broker.

16. The method of Claim 14, further comprising reviewing said personal homepage for approval before said making said personal homepage available for viewing through the Internet.

17. The method of Claim 14, further comprising periodically retrieving updated personal data from the database and updating said personal homepage with the updated personal data.

18. The method of Claim 17, further comprising automatically disabling the personal homepage for viewing on the internet when said updated personal data includes data indicating that the member is not employed by the organization.

19. The method of Claim 14, wherein the personal homepage includes personal data of more than one member of the sales force who work for a sales team.

20. The method of Claim 14, wherein the personal data includes biographical information describing the members.

21. The method of Claim 14, wherein the personal data includes photos or images of the members.

22. The method of Claim 14, wherein the personal homepage is associated with a member who is a manager of a branch office, and the homepage generated represents the branch office of the organization

23. The method of Claim 14, further comprising selecting at least one live information content from a plurality of predetermined information content sources in communication with the computer system, automatically populating the personal homepage with the selected information content

24. The method of Claim 14, further comprising populating said home page with descriptive information about the at least one member wherein said descriptive information is input into the system by said member or said descriptive information is selected from a predetermined list of descriptive information in the system.

25. The method of Claim 24, wherein said descriptive information includes information to enhance customer perception of the qualifications of the member of the sales force.

26. The method of Claim 24, wherein said descriptive information includes information on products or services available from said member.